

## ABSTRACT

An LED lamp assembly comprises a housing having a multi-faceted reflector positioned therein for reflecting light into a light beam. A LED carrier is positioned in front of the reflector and extends vertically from the top to the bottom of the reflector. A plurality of LEDs are positioned on the LED carrier and arranged and disposed to emit light directly on to the reflector, thereby creating the light beam. A light pipe is also positioned within the housing in front of the reflector and in front of the LED carrier. The light pipe extends vertically along the LED carrier from the top to the bottom of the reflector. Accordingly, the LED carrier and light pipe are positioned in the path of the light beam propagated from the reflector.

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